

Frank J. Martinez (FJM-2149)
THE MARTINEZ GROUP PLLC
55 Washington Street, Suite 253-C
Brooklyn, New York 11201
718.797.2341 Telephone
855.553.7004 Facsimile
FM@martinezzgroup.com
Attorney Docket: 1354-1

FILED
2013 SEP 19 PM 3:13
U.S. DISTRICT COURT
EASTERN DISTRICT
OF NEW YORK

IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF NEW YORK

-----X
HYPEFORTYPE, LTD.,

Plaintiff,

-against-

PETROL ADVERTISING, INC.,

Defendant.
-----X

CV 13

__CV__

5221

COMPLAINT

**VITALIANO, J.
ORENSTEIN, M.J.**

Plaintiff, HYPEFORTYPE, LTD. ("HFT" or "Plaintiff"), by and through its attorneys,
The Martinez Group PLLC, for its Complaint against Defendant ("PETROL" or "Defendant")
and, hereby alleges as follows:

NATURE AND SUBSTANCE OF THE ACTION

1. Plaintiff files this action against Defendant for Copyright Infringement under 17 U.S.C. §501, et seq. and Breach of Contract under applicable state law.
2. This action is brought in response to a classic case of Copyright infringement; specifically, the unauthorized use of Plaintiff's copyrighted TAKU typeface font software

as a part of the branding, labeling and marketing Defendant created for SEGA OF AMERICA, INC.'s *SEGA RALLY: ONLINE ARCADE* electronic game.

3. SEGA OF AMERICA, INC. is not a party to this action.
4. This action is brought in response to Defendant's unlicensed, unauthorized use and the uncontrolled use of Plaintiff's typeface font software by way of such unlicensed actions.
5. Plaintiff is the exclusive owner of the designs, copyrights and trademark associated with the TAKU typeface font software.
6. Upon information and belief, Plaintiff's records show that Defendant has no basic license to use the TAKU typeface font software.
7. Upon information and belief, Plaintiff's records further show that Defendant has purchased no special licenses to use the TAKU typeface font software in the creation of the branding and marketing for the *SEGA RALLY: ONLINE ARCADE* electronic game, the uses complained of herein.
8. Upon information and belief, Plaintiff's records show that Defendant is not otherwise licensed or authorized to use or to cause others to use, copy or distribute copies of Plaintiff's copyrighted typeface font software for use as part of branding and marketing for electronic games, including SEGA OF AMERICA, INC.'s *SEGA RALLY: ONLINE ARCADE* Game, the uses complained of herein.
9. Title 17 of the United States Code (Copyright Act) and various provisions of State law were enacted to provide remedies to copyright owners who suffer damages by reason of such actions.

JURISDICTION AND VENUE

10. This is an action for Copyright infringement arising under the Copyright Act of 1976, 17 U.S.C. § 501, et seq., and for the related claims of Breach of Contract under applicable State laws, seeking damages by reason of Defendant's ongoing infringement of HFT's valid and subsisting copyright.
11. This Court has jurisdiction of this action under 28 U.S.C. §§ 1331, 1332, 1338(a), and its supplemental jurisdiction, and under Rule 4 of the Federal Rules of Civil Procedure.
12. Venue is proper in this district under 28 U.S.C. § 1391 and § 1400 in that Defendant or Defendant's agents may be found in this District and, upon information and belief, Defendant transacts business in this District.

THE PARTIES

13. Plaintiff HypeForType, Ltd. is a corporation formed under the laws of the United Kingdom with its principal place of business located at P.O. Box 4955 Calleywhite Lane Industrial Estate, Dronfield, S12 9DZ, United Kingdom.
14. Plaintiff conducts business throughout the world, the United States, the State of New York and the County of Kings via Plaintiff's commercial website on the Internet located at <http://www.hypefortype.com>.
15. Plaintiff also conducts business under the name THINKDUST via its commercial website <http://www.thinkdust.com>.
16. Plaintiff designs, creates and licenses, among other products and services, custom typeface font software for others and specializes in creating font software.

17. Plaintiff offers its typeface font software for licensing to the third parties directly via its own websites and the websites of authorized distributors of Plaintiff's font software goods.
18. Defendant PETROL ADVERTISING, INC. is a corporation formed under the laws of the State of California with its principal place of business located at 443 N. Varney Street, Burbank, California 91502.
19. Upon information and belief, Defendant Petrol refers to itself on the Internet at www.petrolad.com, as PETROL and as being a full service design agency providing art direction, illustration, interactive and 3-D artistic services, among others.
20. Upon information and belief, Defendant PETROL provides art and design related goods and services for use with or in entertainment products including, *inter alia*, electronic games and gaming devices.
21. Upon information and belief, Defendant provided design services for SEGA OF AMERICA, INC.'s *SEGA RALLY* brand of electronic games and related products.
22. Upon information and belief, Defendant Petrol conducts business worldwide, in the United States and the State of New York and the County of Kings by way of the Internet located at <http://www.sega.com> and by way of authorized third party distributors.

FACTS COMMON TO ALL CLAIMS

23. Plaintiff is engaged in the business of creating works of typographic art and graphic design as well as designing, creating, manufacturing, marketing, and licensing the use of customized typeface font software for others.

24. Plaintiff licenses its typeface font software fonts directly from its own e-commerce websites at <http://www.hypefortype.com> and <http://www.thinkdust.com>, and by way of authorized third party distributors of such goods.
25. Plaintiff is the creator of the TAKU typeface font software.
26. Plaintiff is the exclusive owner of the U.S. Copyright Registration Serial Number TX 7-695-509 for the family of works entitled COMPUTER PROGRAMS FOR A TAKU FAMILY OF TYPEFACE FONTS, a copy of which is annexed hereto as Exhibit A.
27. A showing of Plaintiff's TAKU typeface font family is annexed hereto as Exhibit B.
28. Plaintiff has at all times been the exclusive owner of all right, title and interest in and to the TAKU typeface font software.
29. Plaintiff's TAKU typeface font software has enjoyed copyright protection since June 18, 2013.
30. Plaintiff's copyright is valid and subsisting.
31. Plaintiff does not permit the unrestricted use of its typeface font software on goods for sale, *inter alia*, without the purchase of a special license.
32. Special licenses to use the TAKU typeface font software can only be negotiated directly with Plaintiff.
33. Plaintiff HFT controls the use of its typeface font software by means of its Font Software End User License Agreement ("EULA"), which specifically prohibits the uses complained of herein without the purchase of a special license; a copy of Plaintiff's EULA is annexed hereto as Exhibit C.
34. Plaintiff HFT has sold, continues to sell, and derives significant revenue from the sale of licenses to use its TAKU typeface font software.

DEFENDANT'S ACTIONS

35. Upon information and belief, Defendant Petrol created the logo, identity using Plaintiff's TAKU type face font software for the benefit of SEGA OF AMERICA, INC., evidence of which is annexed hereto as Exhibit D.
36. Upon information and belief, Defendant provided such design services using Plaintiff's copyrighted TAKU typeface font software to SEGA OF AMERICA, INC, for use with the SEGA RALLY: ONLINE ARCADE electronic game, showings of which is annexed hereto as Exhibit E.
37. Upon information and belief, Plaintiff's records show that Defendant has not purchased any basic licenses to use the TAKU typeface font software.
38. Upon information and belief, Plaintiff's records further show no agent or contractor has inquired as to the purchase of any Special Font Licensing upgrades to use the TAKU typeface font software.
39. Upon information and belief, Plaintiff's records further show that Defendant has not purchased any Special Font Licensing upgrades to use the individual TAKU typeface font software as part of its branding and marketing for itself or for the benefit of its client, SEGA OF AMERICA, INC. for use with its *SEGA RALLY: ONLINE ARCADE* electronic game.
40. Defendant's use of the TAKU typeface font software in the manner complained of herein represents an ongoing infringement of Plaintiff's valid copyright in and to the TAKU typeface font software.

41. The natural, probable, and foreseeable result of Defendant's wrongful conduct has and continues to be to deprive HFT of the benefits and revenue from the sale of appropriate licenses to use the TAKU typeface font software in the manners complained of herein.
42. The natural, probable and foreseeable result of Defendant's wrongful conduct has and continues to be to injure HFT's relationships with present and prospective customers who rely on the cachet that exclusive licensing creates in HFT's TAKU typeface font software.
43. HFT has lost and will continue to lose substantial revenue from Defendant's wrongful use, copying, and distribution of its TAKU typeface font software.
44. Defendant's wrongful conduct has and will continue to deprive HFT of opportunities for expanding the goodwill associated with the TAKU REGULAR typeface font software.

**FIRST CAUSE OF ACTION
COPYRIGHT INFRINGEMENT
17 U.S.C. § 501 et seq.**

45. Plaintiff repeats and realleges each and every allegation of the Complaint as set forth in Paragraphs 1 through 44 inclusive and incorporates them herein by this reference.
46. Upon information and belief, Defendant has used and/or caused others to use Plaintiff's TAKU typeface font software in unlicensed uses as part of the graphics created for the packaging, branding and marketing for the *SEGA RALLY: ONLINE ARCADE* electronic game.
47. By reason thereof, Defendant has infringed and will continue to infringe Plaintiff's valuable copyright in and to the TAKU typeface font software.
48. Defendant's actions represent a past and ongoing infringement of Plaintiff's Copyright under 17 U.S.C. § 501, et seq.

49. Plaintiff is entitled to recover damages it has sustained and will continue to sustain, together with any gains, profits, and advantages obtained by Defendant as a result of the acts of infringement alleged herein.
50. At present, the amount of such damages, gains, profits, and advantages cannot be fully ascertained by Plaintiff but are reasonably not less than one hundred and fifty thousand dollars (\$150,000).
51. Plaintiff has no adequate remedy at law.

**SECOND CAUSE OF ACTION
BREACH OF CONTRACT**

52. Plaintiff repeats and re-alleges each and every allegation of the Complaint as set forth in Paragraphs 1 through 51 inclusive and incorporates them herein by this reference.
53. At this time, it is unknown at this time whether any license exists between Plaintiff and Defendant.
54. At this time, it is unknown at this time whether any license exists between Plaintiff and any agent or third party contractor working for Defendant licensing the use of the TAKU typeface font software in the manners complained of herein.
55. Upon information and belief, no basic or special licenses have been purchased by Defendant permitting the uses complained of herein.
56. Upon information and belief, in the event that a contract does exist between Plaintiff and Defendant, the uses complained of herein would require the purchase of a basic license and a special license permitting the use of the font software in the manners complained of herein.

57. By reason thereof and, in the event a basic license does exist between Plaintiff and Defendant, Defendant's actions constitute a breach of any contract that exists or may have existed.
58. Plaintiff is entitled to recover damages it has sustained and will continue to sustain, together with any gains, profits, and advantages obtained by Defendant as a result of the acts of infringement identified herein.
59. At present, the amount of such damages, gains, profits, and advantages cannot be fully ascertained by Plaintiff but are reasonably not less than one hundred and fifty thousand dollars (\$150,000).
60. Plaintiff has no adequate remedy at law.

WHEREFORE, Plaintiff respectfully requests and prays that this Court will:

1. Preliminarily and permanently enjoin and restrain Defendant, its officers, directors, principals, agents, servants, employees, successors, assigns, and all those in active concert or participation with it from:
 - (a) Imitating, copying, distributing, or making unauthorized use of HFT's registered copyrights including the infringing uses of the TAKU typeface font software complained of herein; and
 - (b) Manufacturing, creating, producing, advertising, promoting, or displaying any products, displays or advertisements bearing any simulation, reproduction, counterfeit, copy, derivative version, or colorable imitation of Plaintiff's copyrighted TAKU typeface font

software created by way of the unauthorized use of HFT's TAKU typeface font software.

2. Direct that Defendant deliver for destruction at Defendant's expense, *inter alia*, all copies of the infringing works identified herein that bear or were created through the unauthorized use of Plaintiff's copyrighted TAKU typeface font software or a derivative version thereof, together with any and all computer files, hard drives, computer programs, solid state drives, disks, CD-ROMs and DVDs bearing unauthorized, derivative and/or infringing copies of the TAKU typeface font software, as well as any and all other recorded media, graphical representations, displays on the Internet, marketing materials and merchandise in Defendant's possession or under their control that were created or that bear the result of the unauthorized use of HFT's typeface font software.
3. Direct the imposition of a constructive trust for all monies received by Defendant from all sales, license, payments or other benefits received by reason of the unauthorized use of Plaintiff's typeface font software.
4. Direct that Defendant be required to pay HFT damages in the amount of \$150,000 per infringing use of Plaintiff's copyrighted work for all gains, profits, and advantages derived by Defendant through their infringement of HFT's copyright.
5. Direct that Defendant be required to pay to HFT such other damages that it has sustained as a consequence of Defendant's breach of contract, if any, as well as the unauthorized use, copying, and distribution of HFT's typeface font software.
6. Direct that Defendant be ordered to make a written report within a reasonable period of time to be filed with the Court detailing the manner of compliance with the requested injunctive and mandatory relief above.

7. Award HFT the costs of this action together with reasonable attorneys' fees.
8. Award HFT such other and further relief as the Court may deem just and proper.

JURY DEMAND

Plaintiff HypeForType, Ltd. hereby demands a trial by jury.

Dated: September 19, 2013

Respectfully submitted,
THE MARTINEZ GROUP PLLC

By:

Frank J. Martinez (FJM-2149)
Attorney for Plaintiff
HypeForType, Ltd.

THE MARTINEZ GROUP PLLC
55 Washington Street, Suite 253-C
Brooklyn, New York 11201
718.797.2341 Telephone
855.553.7004 Facsimile
FM@martinezgroup.com

Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Maria A. Pallante

Register of Copyrights, United States of America

Registration Number
TX 7-695-509

Effective date of
registration:
June 18, 2013

Title

Title of Work: Computer Programs for a TAKU FAMILY of Typeface Fonts

Completion/Publication

Year of Completion: 2008

Date of 1st Publication: November 15, 2008

Nation of 1st Publication: United Kingdom

Author

■ Author: HYPFORTYPE LTD. d/b/a THINKDUST

Author Created: text of computer program

Work made for hire: Yes

Citizen of: United Kingdom

Copyright claimant

Copyright Claimant: HYPFORTYPE LTD. d/b/a THINKDUST

P.O. BOX 4955, Calleywhite Lane Ind Est, Dronfield, S12 9DZ, United Kingdom

Limitation of copyright claim

Material excluded from this claim: Text of software program entitled "Fontographer"

New material included in claim: text of computer program

Rights and Permissions

Organization Name: HYPFORTYPE LTD.

Certification

Name: Frank J. Martinez, Esq.

Date: June 18, 2013

Applicant's Tracking Number: 1354-5

Correspondence: Yes

FontLAB FONT TEST

Font: Taku

Size: 24

6/18/2013 8:49

Page 1/1

!"#\$%&'()*+,-./0123456789:;<=>?
@ABCDEFGHIJKLMN.OPQRS.TUVWXYZ[\]^_`
a b c d e f g h i j k l m n o p q r s t u v w x y z { | } ~
¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾
¿ À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã
ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ÷ ø ù ú û ü ý þ ÿ ı Œ™—ƒıƒˆ

HypeForType Standard License Agreement (Legal Agreement)

By downloading and/or installing HypeForType font software you agree to the following terms;

Acknowledgement

IMPORTANT NOTICE: HYPEFORTYPE (HFT) IS WILLING TO LICENSE THE LICENSED PRODUCT TO LICENSEE ONLY ON THE CONDITION THAT LICENSEE ACCEPTS THE TERMS AND CONDITIONS CONTAINED IN THIS AGREEMENT. BY PLACING AN ORDER FOR AND ACCEPTING HFT FONT SOFTWARE (ELECTRONIC DATA), OR BY DOWNLOADING THE SOFTWARE AND CLICKING THE "I ACCEPT" BUTTON (OR SIMILAR ONLINE ACCEPTANCE MECHANISM) ACCOMPANYING THIS LICENSE, LICENSEE ACKNOWLEDGES THAT IT HAS READ ALL OF THE TERMS AND CONDITIONS OF THIS AGREEMENT, UNDERSTANDS THEM, AND AGREES TO BE BOUND BY THEM. IF LICENSEE DOES NOT AGREE TO THESE TERMS AND CONDITIONS, LICENSEE MUST PROMPTLY CEASE DOWNLOAD OR DELIVERY OR USE OF THE LICENSED PRODUCT AND RETURN THE LICENSED PRODUCT AND ALL ACCOMPANYING ITEMS, IF ANY, TO HFT OR ITS RESELLER FOR A FULL REFUND OF THE LICENSE FEE WHICH LICENSEE PAID FOR THE LICENSED PRODUCT, AND LICENSEE MUST IMMEDIATELY DELETE ANY PORTION OF THE FONT SOFTWARE INSTALLED ON LICENSEE'S COMPUTER(S).

1. Grant of License

In consideration of payment of the license fee, included in the price paid by the Licensee for this product, the Licensor grants to the Licensee a non-exclusive right to use this product, which consists of electronic data to display and output PostScript®, TrueType® or OpenType® typefaces. This electronic data may be installed on up to five (5) CPUs. If you are using this product with more than five (5) CPUs, you are required to obtain a Multi-User License for the appropriate number of CPUs/Users. (See Multi-User Licenses section below). The terms of this Agreement are contractual in nature and not mere recitations. When you order fonts through HypeForType.com, you are able to purchase your Multi-User License(s) at the same time. 1 (a). License Extensions. You are able to add additional Multi-User Licenses for the same font products for a period of three (3) years from the date of your original purchase. 1 (b). Multi-User Licenses HFT calculates Multi-User Licenses based on the chart below. The price HFT charges you will be calculated based on the Recommended End User Price times the number of CPUs or Users, (whichever is the greater). The maximum number of CPUs licensed is equal to the number of users selected in the applicable receipt. Please retain this receipt as proof. If your Multi-User Licensing requirements exceed our current calculations within the shopping cart please contact HFT for additional information.

2. Ownership

HFT retains intellectual property rights, title and ownership of any of its electronic data provided. This title and ownership extends to copies of the data installed on any computer, downloaded to any output device, or retained on other media by the Licensee as a backup. This license does not constitute an exclusive sale of the original product to the Licensee. This Agreement does not grant you any right to patents, copyrights, trade secrets, trade names, trademarks (whether registered or unregistered), or any other rights, franchises or licenses in respect of the electronic data. No rights are granted to you other than a License to use the electronic data on the terms expressly set forth in this Agreement. The Licensee further acknowledges and agrees that the structure, organisation and code of the font software are valuable trade secrets and confidential information of HFT. The font software is protected by copyright including without limitation, by United Kingdom Copyright Law, international treaty provisions, and applicable laws in the jurisdiction of use.

3. Copy Restrictions

This product is copyrighted and contains proprietary information and trade secrets of HFT. Unauthorised copying of this product is expressly forbidden. You are permitted to create backups of the font software, provided that: (a) they are stored only at the site where this product is licensed, and (b) the full copyright information is included with each backup copy. You may be held legally responsible for any infringement of HFT's intellectual property rights that is caused or encouraged by your failure to abide by the terms of this Agreement.

4. Permitted Uses

This product is licensed only to the Licensee, and may not be transferred to any third party at any time without the prior written consent of HFT. You may not modify, translate, adapt, alter, decompile, disassemble, decrypt, reverse engineer, change or alter the embedding bits, the font name, legal notices contained in the font software, nor seek to discover the source code of the font data, convert into another font format, create bitmaps, add or subtract any glyphs, symbols or accents, or any other derivative works based on the electronic data in this product. Licensee may not supply, directly or indirectly, any HFT font data to any other firm, business or individual for any type of modifications or updates whatsoever. If the Licensee needs to modify or update the font data in anyway in the future, HFT (Licensor) solely will perform and invoice this additional work at its normal prevailing rates. You may not duplicate, modify, adapt, translate or create derivative works based on the printed materials that may have been supplied with this product. It is a breach of this license agreement to use the product in any way that infringes the rights of any third party under copyright, trademark, patent or any other laws. In the event of infringing uses by Licensee, this license immediately terminates and Licensee is solely responsible for any such infringing uses including all legal and other damages that may be incurred.

Embedding Restrictions

PDF embedding of the font software into PDF documents is only permitted in a secured read-only mode that allows only printing and viewing, and prohibits editing, selecting, enhancing or modifying the text. Licensee must ensure that recipients of PDF documents cannot extract the HFT font software from such PDF documents or use the embedded font software for editing purposes or for the creation of new documents. This type of embedding may only be used in a non-commercial, not-for-profit scenario. If you are unable to limit access to the document to “printing and viewing” only, then the electronic document(s) may not be used on computers that are not Licensed Computers. Examples of non-commercial, not-for-profit permitted usage include PDF documents supplied to Service Bureaus, printers, or any documents that disseminate personal, internal or business information. With the purchase of a Special Font License upgrade (see below), you may, for example, embed and subset the font software into digital for-profit commercial documents, or choose the appropriate Special Font License upgrade for a host of other uses and applications.

Special Font Licensing

All commercial for-profit usage requires a Special Font License upgrade and is available for the following scenarios: Web Servers, Web to Print technologies, Webfonts, editable PDFs, PDF editing software (such as uPDF), PowerPoint, Flash, Silverlight or other non-static files or situations where the font software is embedded or subset into electronic documents that permit editing, selecting, enhancing or other modification of the text. A Special Font License is also required for ePublishing, ePub, eBooks, eZines, conversion into any kind of Scalable Vector Graphics (SVG), bitmap fonts, obfuscated fonts, digital news media, subscription services, apps, ios, Android, phones, mobile devices, pagers, handheld reader devices, proprietary reader devices, MOBI, AZW, OEM Licensing, motion pictures, videos, television, DVR menus, movie trailers and credits, acknowledgements, syndication, incorporating the font software into your hardware, software or any other products, such as application programs, interfaces, EPOS, WEPOS, POSReady, operating systems, electronics, electronic games, gaming devices, kiosks, LED displays or similar mediums, automotive displays, signage, alphabet products, scrapbook products or software, adhesive or rub on lettering, embroidery machines, plotters, printers, application software for broadcast graphics, such as Avid, Chyron, Harris, Vizrt, commercial merchandising and goods for sale, (such as clothing apparel and accessories), physical goods, unique branding situations, and any and all other unique or new applications or future technologies, irrespective of operating systems or platforms. Using HFT software without the appropriate license is expressly prohibited. All Special Font Licensing can only be approved, issued and administered directly from HFT. If you require further information or have any questions regarding Special Font Licensing, you must contact HFT directly. email: foundry@hypefortype.com

5. Limited Warranty

If the media or the font software contained in this HFT product is found to be defective within 90 days of the date of delivery to the Licensee, HFT will provide suitable replacements at no charge to the Licensee, provided the Licensee can provide proof of purchase. The entire risk of

performance and quality of this product is with the Licensee. HFT does not warrant that this product will operate with all other software products, or that it will satisfy your requirements. HFT's entire liability to the Licensee will not extend beyond replacement of defective media or refund of the purchase price.

6. Disclaimer

EXCEPT AS EXPRESSLY PROVIDED ABOVE, THIS PRODUCT IS PROVIDED "AS IS". HFT DOES NOT MAKE ANY WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. NO ORAL OR WRITTEN INFORMATION OR ADVICE GIVEN BY HFT, ITS DEALERS, DISTRIBUTORS, AGENTS, OR EMPLOYEES WILL CREATE A WARRANTY OR IN ANY WAY INCREASE THE SCOPE OF THIS WARRANTY, AND LICENSEE MAY NOT RELY UPON ANY SUCH INFORMATION OR ADVICE. HFT SHALL NOT BE LIABLE FOR ANY DIRECT, INDIRECT, CONSEQUENTIAL, OR INCIDENTAL DAMAGES OR ANY OTHER DAMAGES OF ANY KIND WHATSOEVER (INCLUDING DAMAGES FROM LOSS OF BUSINESS PROFITS, BUSINESS INTERRUPTION AND LOSS OF BUSINESS INFORMATION) ARISING OUT OF THE USE OR INABILITY TO USE THIS PRODUCT. Because laws governing the exclusion or limitation of liability for consequential or incidental damages vary, the above limitation may not be applicable.

7. Update Registration

At its option, HFT will, from time to time, provide updates of this product to Licensees who have opted into receiving updates in their HypeForType.com user profile.

8. Termination

This Agreement is effective until terminated. This Agreement will terminate automatically without notice from HFT, if the Licensee fails to comply with any provision contained herein. Upon termination of this Agreement, the Licensee must: (a) destroy all copies of the electronic data, including the copy on the disk media originally provided in this product, (b) destroy all written materials provided with this product, if any, and (c) provide HFT with written verification that the product has been destroyed.

9. General

You agree to inform your employees or any other person having access to the HFT software and copies thereof, of the terms and conditions of this Standard License Agreement and to ensure that they shall strictly abide by these terms and conditions. You agree that you will not export or re-export the Software in any form without the appropriate United Kingdom and foreign

government licenses. You agree not to sublicense, sell, lease or otherwise transfer the electronic data without the prior written consent of HFT.

10. Severability

If any provisions of this Agreement are held to be invalid, illegal or unenforceable, then such provision(s) shall be severed from it, and the validity, legality and enforceability of its remaining provisions shall not be affected or impaired.

11. Waiver

Waiver of any right(s) at any time shall not constitute waiver of any right(s) at any future time.

12. License Agreement

This Agreement represents the entire Licence Agreement between the Licensor and Licensee. This agreement supersedes any other (HFT) Standard License Agreement which may have been included with the font software or previously displayed on the HFT or its Authorised Distributors' web sites. This Agreement may only be modified by HFT in writing that expressly states that such writing is intended to modify this License Agreement. HFT expressly reserves the right to amend, modify or change this Standard License Agreement at any time without prior notification.

13. Jurisdiction

This Agreement represents the entire agreement between the Licensor and Licensee. This Agreement supersedes any other Standard License Agreement which may have been included with the font software or previously displayed on the HFT or its Authorised Distributors' web sites. This Agreement may only be modified by HFT in writing that expressly states that such writing is intended to modify this Agreement. This License Agreement is governed by the laws of the United Kingdom. If you have any questions concerning this Agreement or any matters regarding our products, please email: foundry@hypefortype.com. HypeForType, the brand and its logo are trademarks of HypeForType, Ltd. PostScript and Flash are registered trademark of Adobe Systems, Inc. TrueType®, OpenType® and Silverlight® are registered trademarks of Microsoft Corporation. All other brand or product names are the trademarks or registered trademarks of their respective holders and are duly recognised. © Copyright, 2007 - 2013. HypeForType, Ltd.

(HFT) Thinkdust Collection — Standard License Agreement

IMPORTANT NOTICE: HYPEFORTYPE (HFT) IS WILLING TO LICENSE THE LICENSED PRODUCT TO LICENSEE ONLY ON THE CONDITION THAT LICENSEE ACCEPTS THE TERMS AND CONDITIONS CONTAINED IN THIS AGREEMENT. BY PLACING AN ORDER FOR AND ACCEPTING HFT FONT SOFTWARE (ELECTRONIC DATA), OR BY DOWNLOADING THE SOFTWARE AND CLICKING THE "I ACCEPT" BUTTON (OR SIMILAR ONLINE ACCEPTANCE MECHANISM) ACCOMPANYING THIS LICENSE, LICENSEE ACKNOWLEDGES THAT IT HAS READ ALL OF THE TERMS AND CONDITIONS OF THIS AGREEMENT, UNDERSTANDS THEM, AND AGREES TO BE BOUND BY THEM. IF LICENSEE DOES NOT AGREE TO THESE TERMS AND CONDITIONS, LICENSEE MUST PROMPTLY CEASE DOWNLOAD OR DELIVERY OR USE OF THE LICENSED PRODUCT AND RETURN THE LICENSED PRODUCT AND ALL ACCOMPANYING ITEMS, IF ANY, TO HFT OR ITS RESELLER FOR A FULL REFUND OF THE LICENSE FEE WHICH LICENSEE PAID FOR THE LICENSED PRODUCT, AND LICENSEE MUST IMMEDIATELY DELETE ANY PORTION OF THE FONT SOFTWARE INSTALLED ON LICENSEE'S COMPUTER(S).

1. GRANT OF LICENSE. In consideration of payment of the license fee, included in the price paid by the Licensee for this product, the Licensor grants to the Licensee a non-exclusive right to use this product, which consists of electronic data to display and output PostScript®, TrueType® or OpenType® typefaces. This electronic data may be installed on up to five (5) CPUs. If you are using this product with more than five (5) CPUs, you are required to obtain a Multi-User License for the appropriate number of CPUs/Users. (See Multi-User Licenses section below). The terms of this Agreement are contractual in nature and not mere recitations. When you order fonts through HypeForType.com, you are able to purchase your Multi-User License(s) at the same time. 1 (a). License Extensions. You are able to add additional Multi-User Licenses for the same font products for a period of three (3) years from the date of your original purchase. 1 (b). Multi-User Licenses

HFT calculates Multi-User Licenses based on the chart below. The price HFT charges you will be calculated based on the Recommended End User Price times the number of CPUs or Users, (whichever is the greater). The maximum number of CPUs licensed is equal to the number of users selected in the applicable receipt. Please retain this receipt as proof.

Number of CPUs/Users	Price Multiplier
---------------------------------	-----------------------------

1-5	price x 1
6-15	price x 2
16-30	price x 3
31-45	price x 4
46-65	price x 5
66-80	price x 6
81-95	price x 7
96-120	price x 8
121-145	price x 9
146-160	price x 10
161-180	price x 11
181-195	price x 12
196-215	price x 13
216-230	price x 14
231-260	price x 15
261-300	price x 16
301-335	price x 17
336-375	price x 18
376-415	price x 19
416-460	price x 20
461-520	price x 21
521-580	price x 22
581-640	price x 23
641-700	price x 24
701-760	price x 25
761-820	price x 26
821-880	price x 27
881-940	price x 28
941-1000	price x 29
1001+	contact foundry@hypefortype.com for pricing

If your Multi-User Licensing requirements exceed our current calculations within the shopping cart please contact HFT for additional information.

2. OWNERSHIP. HFT retains intellectual property rights, title and ownership of any of its electronic data provided. This title and ownership extends to copies of the data installed on any computer, downloaded to any output device, or retained on other media by the Licensee as a backup. This license does not constitute an exclusive sale of the original product to the Licensee. This Agreement does not grant you any right to patents, copyrights, trade secrets, trade names, trademarks (whether registered or unregistered), or any other rights, franchises or licenses in respect of the electronic data. No rights are granted to you other than a License to use the electronic data on the terms expressly set forth in this Agreement. The Licensee further acknowledges and

agrees that the structure, organisation and code of the font software are valuable trade secrets and confidential information of HFT. The font software is protected by copyright including without limitation, by United Kingdom Copyright Law, international treaty provisions, and applicable laws in the jurisdiction of use.

3. COPY RESTRICTIONS. This product is copyrighted and contains proprietary information and trade secrets of HFT. Unauthorised copying of this product is expressly forbidden. You are permitted to create backups of the font software, provided that: (a) they are stored only at the site where this product is licensed, and (b) the full copyright information is included with each backup copy. You may be held legally responsible for any infringement of HFT's intellectual property rights that is caused or encouraged by your failure to abide by the terms of this Agreement.

4. PERMITTED USES. This product is licensed only to the Licensee, and may not be transferred to any third party at any time without the prior written consent of HFT. You may not modify, translate, adapt, alter, decompile, disassemble, decrypt, reverse engineer, change or alter the embedding bits, the font name, legal notices contained in the font software, nor seek to discover the source code of the font data, convert into another font format, create bitmaps, add or subtract any glyphs, symbols or accents, or any other derivative works based on the electronic data in this product. Licensee may not supply, directly or indirectly, any HFT font data to any other firm, business or individual for any type of modifications or updates whatsoever. If the Licensee needs to modify or update the font data in anyway in the future, HFT (Licensor) solely will perform and invoice this additional work at its normal prevailing rates. You may not duplicate, modify, adapt, translate or create derivative works based on the printed materials that may have been supplied with this product.

It is a breach of this license agreement to use the product in any way that infringes the rights of any third party under copyright, trademark, patent or any other laws. In the event of infringing uses by Licensee, this license immediately terminates and Licensee is solely responsible for any such infringing uses including all legal and other damages that may be incurred.

EMBEDDING RESTRICTIONS. PDF embedding of the font software into PDF documents is only permitted in a secured read-only mode that allows only printing and viewing, and prohibits editing, selecting, enhancing or modifying the text. Licensee must ensure that recipients of PDF documents cannot extract the HFT font software from such PDF documents or use the embedded font software for editing purposes or for the creation of new documents. This type of embedding may only be used in a non-commercial, not-for-profit scenario. If you are unable to limit access to the document to "printing and viewing" only, then the electronic document(s) may not be used on computers that are not Licensed Computers. Examples of non-commercial, not-for-profit permitted usage include PDF documents supplied to Service Bureaus, printers, or any documents that disseminate personal, internal or business information. With the

purchase of a Special Font License upgrade (see below), you may, for example, embed and subset the font software into digital for-profit commercial documents, or choose the appropriate Special Font License upgrade for a host of other uses and applications.

SPECIAL FONT LICENSING. All commercial for-profit usage requires a Special Font License upgrade and is available for the following scenarios: Web Servers, Web to Print technologies, Webfonts, editable PDFs, PDF editing software (such as uPDF), PowerPoint, Flash, Silverlight or other non-static files or situations where the font software is embedded or subset into electronic documents that permit editing, selecting, enhancing or other modification of the text. A Special Font License is also required for ePublishing, ePub, eBooks, eZines, conversion into any kind of Scalable Vector Graphics (SVG), bitmap fonts, obfuscated fonts, digital news media, subscription services, apps, ios, Android, phones, mobile devices, pagers, handheld reader devices, proprietary reader devices, MOBI, AZW, OEM Licensing, motion pictures, videos, television, DVR menus, movie trailers and credits, acknowledgements, syndication, incorporating the font software into your hardware, software or any other products, such as application programs, interfaces, EPOS, WEPOS, POSReady, operating systems, electronics, electronic games, gaming devices, kiosks, LED displays or similar mediums, automotive displays, signage, alphabet products, scrapbook products or software, adhesive or rub on lettering, embroidery machines, plotters, printers, application software for broadcast graphics, such as Avid, Chyron, Harris, Vizrt, commercial merchandising and goods for sale, (such as clothing apparel and accessories), physical goods, unique branding situations, and any and all other unique or new applications or future technologies, irrespective of operating systems or platforms. Using HFT software without the appropriate license is expressly prohibited. All Special Font Licensing can only be approved, issued and administered directly from HFT. If you require further information or have any questions regarding Special Font Licensing, you must contact HFT directly. email: foundry@hypefortype.com

5. LIMITED WARRANTY. If the media or the font software contained in this HFT product is found to be defective within 90 days of the date of delivery to the Licensee, HFT will provide suitable replacements at no charge to the Licensee, provided the Licensee can provide proof of purchase. The entire risk of performance and quality of this product is with the Licensee. HFT does not warrant that this product will operate with all other software products, or that it will satisfy your requirements. HFT's entire liability to the Licensee will not extend beyond replacement of defective media or refund of the purchase price.

6. DISCLAIMER. EXCEPT AS EXPRESSLY PROVIDED ABOVE, THIS PRODUCT IS PROVIDED "AS IS". HFT DOES NOT MAKE ANY WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. NO ORAL OR WRITTEN INFORMATION OR ADVICE GIVEN BY HFT, ITS DEALERS, DISTRIBUTORS, AGENTS, OR EMPLOYEES WILL CREATE A WARRANTY OR IN ANY

WAY INCREASE THE SCOPE OF THIS WARRANTY, AND LICENSEE MAY NOT RELY UPON ANY SUCH INFORMATION OR ADVICE. HFT SHALL NOT BE LIABLE FOR ANY DIRECT, INDIRECT, CONSEQUENTIAL, OR INCIDENTAL DAMAGES OR ANY OTHER DAMAGES OF ANY KIND WHATSOEVER (INCLUDING DAMAGES FROM LOSS OF BUSINESS PROFITS, BUSINESS INTERRUPTION AND LOSS OF BUSINESS INFORMATION) ARISING OUT OF THE USE OR INABILITY TO USE THIS PRODUCT.

Because laws governing the exclusion or limitation of liability for consequential or incidental damages vary, the above limitation may not be applicable.

7. UPDATE REGISTRATION. At its option, HFT will, from time to time, provide updates of this product to Licensees who have opted into receiving updates in their HypeForType.com user profile.

8. TERMINATION. This Agreement is effective until terminated. This Agreement will terminate automatically without notice from HFT, if the Licensee fails to comply with any provision contained herein. Upon termination of this Agreement, the Licensee must: (a) destroy all copies of the electronic data, including the copy on the disk media originally provided in this product, (b) destroy all written materials provided with this product, if any, and (c) provide HFT with written verification that the product has been destroyed.

9. GENERAL. You agree to inform your employees or any other person having access to the HFT software and copies thereof, of the terms and conditions of this Standard License Agreement and to ensure that they shall strictly abide by these terms and conditions. You agree that you will not export or re-export the Software in any form without the appropriate United Kingdom and foreign government licenses. You agree not to sublicense, sell, lease or otherwise transfer the electronic data without the prior written consent of HFT.

10. SEVERABILITY. If any provisions of this Agreement are held to be invalid, illegal or unenforceable, then such provision(s) shall be severed from it, and the validity, legality and enforceability of its remaining provisions shall not be affected or impaired.

11. WAIVER. Waiver of any right(s) at any time shall not constitute waiver of any right(s) at any future time.

12. LICENSE AGREEMENT. This Agreement represents the entire Licence Agreement between the Licensor and Licensee. This agreement supersedes any other (HFT) Standard License Agreement which may have been included with the font software or previously displayed on the HFT or its Authorised Distributors' web sites. This Agreement may only be modified by HFT in writing that expressly states that such writing is intended to modify this License Agreement. HFT expressly reserves the right to amend, modify or change this Standard License Agreement at any time without prior notification.

13. JURISDICTION. This Agreement represents the entire agreement between the

Licensor and Licensee. This Agreement supersedes any other Standard License Agreement which may have been included with the font software or previously displayed on the HFT or its Authorised Distributors' web sites. This Agreement may only be modified by HFT in writing that expressly states that such writing is intended to modify this Agreement. This License Agreement is governed by the laws of the United Kingdom. If you have any questions concerning this Agreement or any matters regarding our products, please write to: **HypeForType Ltd**, P.O. Box 4955, Calleywhite Lane Industrial Estate, Calleywhite Lane, Dronfield, S18 9DZ, United Kingdom.

Alternatively you can email: foundry@hypefortype.com

HypeForType, and the Thinkdust Collection are the brands and trademarks of HypeForType, Ltd. PostScript and Flash are registered trademark of Adobe Systems, Inc. TrueType®, OpenType® and Silverlight® are registered trademarks of Microsoft Corporation. All other brand or product names are the trademarks or registered trademarks of their respective holders and are duly recognised. © **Copyright, 2007 - 2013. HypeForType, Ltd.**

**Estimate # 2057**

Contact: Heather Lucchetti - Sega of America
Project: SEGA Rally Online Arcade
Job Title: Logo Exploration

Date: 11/5/2010 - V1
AE: Wendy Ko
PO:

Creative Development/FinishPreliminary Art

The following fee includes concepts, logo exploration and production costs. Also includes expenses such as lo-res asset creation, comp building, type setting, three (3) rounds of conceptual/art revisions, supervision, and other misc. costs.

Finished Art

The following fee includes expenses and fees required for finishing logo for marketing usage upon concept approval. Included are costs for retouching, hi-res asset rebuilding, three (3) rounds of technical revisions, misc. and buyout. Buyout does not include the costs or usage of stock photography, rights to models likenesses, etc. and are to be negotiated on an individual basis. Includes one final mechanical per creative. Technical revisions are limited to body copy, legal text and legal partner logo revisions. Revisions exceeding 3 rounds are to be billed separately per round. Costs will depend on timing and scope of work.

Description	Cost
Logo Exploration	\$5,000.00
Subtotal:	\$5,000.00
Finish:	\$1,000.00
Tax:	\$95.00
Total:	\$6,095.00

- Additional costs may apply for extra rounds of revisions. Typical costs for conceptual revisions are \$500-\$3,000 and for technical revisions are \$250-\$1,500, depending on number of rounds, timing and scope of work.
- Advertising mechanicals are \$750-\$3,000 each.
- Additional fees may apply for how the final art will be finished. If a 3D model or illustration were to be created, typical costs would be between \$7,500-\$12,500. If an additional photo shoot were required to execute the finish, costs would be \$2,500-\$7,500.
- Additional costs may apply for revisions, media, shipping, production, rush, etc.
- All other costs to be billed under separate cover.

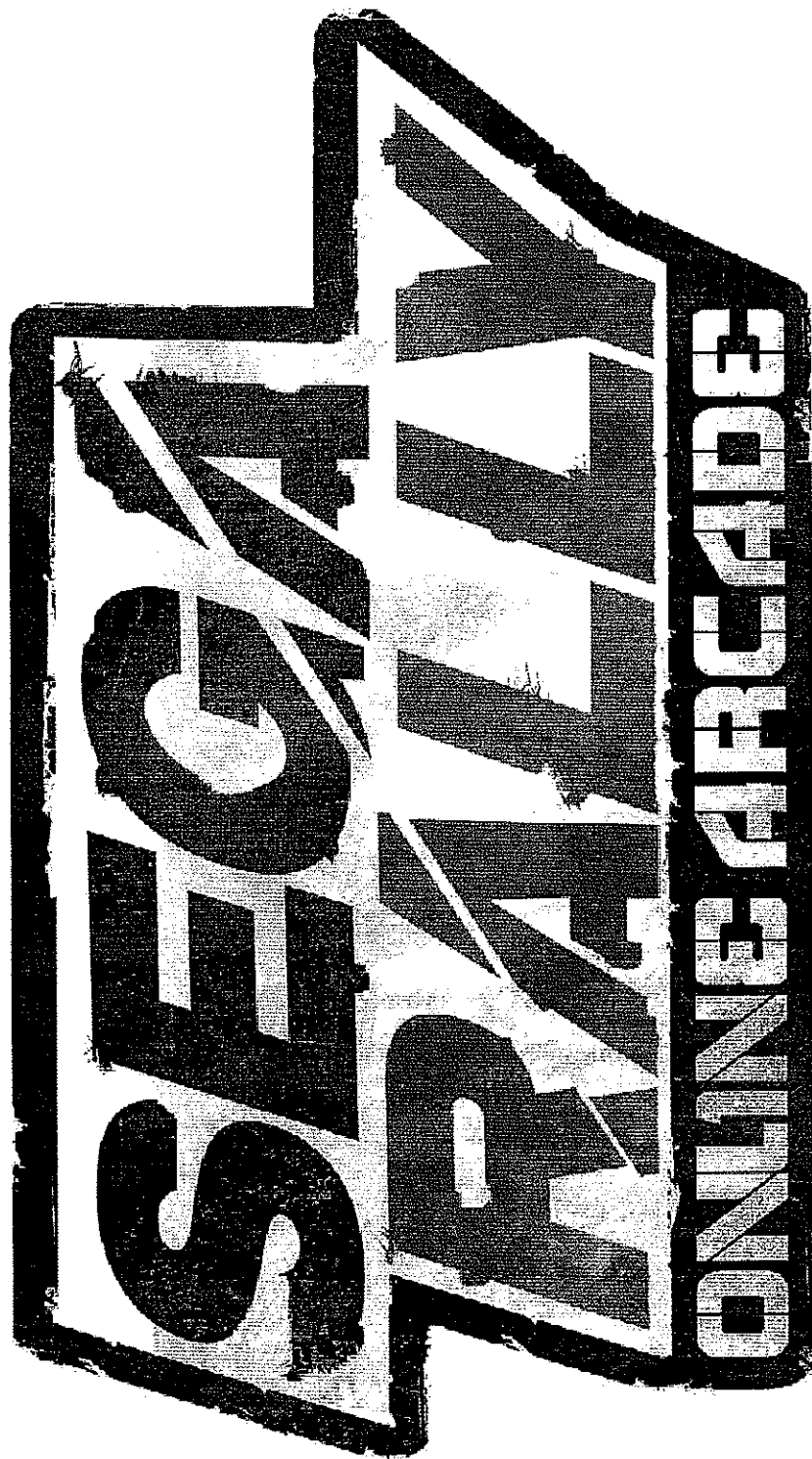
420091

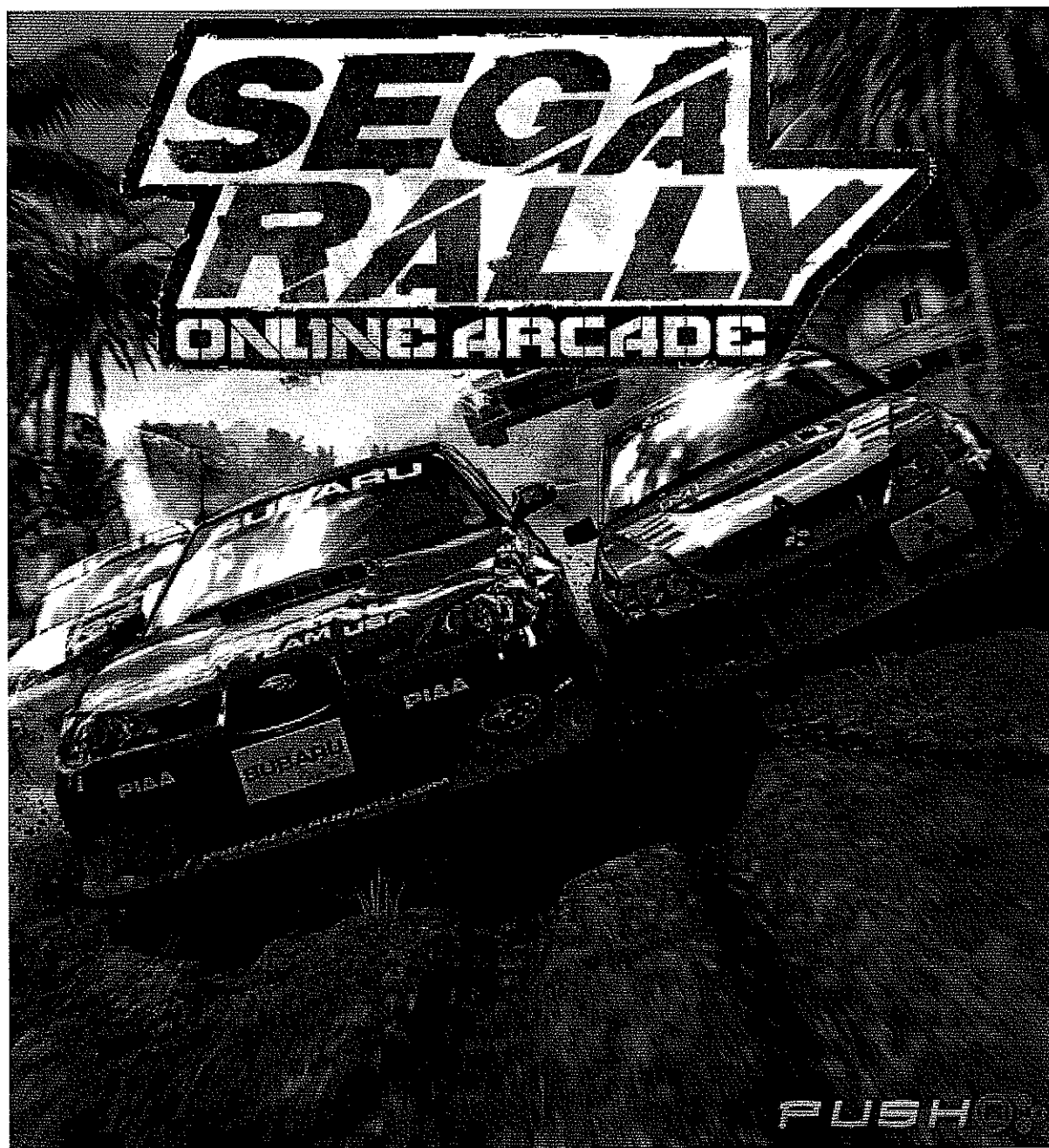
Petrol Name _____

Signature _____

Date _____

Client Name Haruki SatomiSignature *Haruki Satomi*Date 11/7/2010





File: SROA logo.png - 251 KB

File history | Download | Share

SEGA BRATV ONLINE ARCADE

Size of this archive: 500 * 251 pixels.
Full resolution: 1,212 * 950 pixels, file size: 1.01 MB, MIME type: image/png

File history
Click on a row to view the file as it appeared at that time.

Download	Thumbnail	Dimensions	User	Comment
current		1,212 * 950 (1.01 MB)	quackdick	SEGA Retro Online Arcade - SEGA Retro Online Arcade

* You cannot overwrite this file.
 * Edit this file using an external application (e.g. Photoshop, GIMP, etc.)

File usage

The following page linked to this file:

- SEGA Retro Online Arcade

[Home](#) | [Navigation](#) | [About](#) | [Contact](#) | [Privacy](#) | [Terms](#) | [Sitemap](#) | [Feedback](#)



Business Sitemap - Business Order - Corporate

Sega Rally Online Arcade Review - Sega Rally Online Arcade - Wireless S - Check out Review order


Xbox 360 - Volante Wireless Speed Wheel - X

Amazon.it | Il mio Amazon.it | Offerte | Buoni Regalo | Vendere | Aiuto

Seleziona per categoria Ricerca Videogiochi **sega rally online arcade** VAI Ciao, Accedi al mio account Iscriviti a Prime Carrello Desideri

Videogiochi | Novità e Prossime uscite | Bestseller | PlayStation 3 | Xbox 360 | Nintendo Wii | 3DS | DS | PS Vita | PSP | Console, Bundle e Accessori | PC e Mac

ARCADE



Xbox 360 - Volante Wireless Speed Wheel, Nero con SEGA Rally Online Arcade e Abbonamento Xbox Live 3 Mesi [Bundle] di Microsoft Games

Piattaforma: Xbox 360 | Classificato: Nessuna limitazione d'età

Prezzo consigliato: EUR 54,00

Prezzo: **EUR 51,98** Spedizione gratuita. [Dettagli](#)

Risparmio: EUR 2,92 (5%)

Disponibilità immediata.

Venduto e spedito da Amazon. Confezione regalo disponibile.

Vuoi la consegna garantita entro giovedì 27 giugno? Ordina entro 21 ore e 8 minuti e scegli la spedizione **1 giorno**. [Dettagli](#)

Nuovi 8 venditori da EUR 44,71

Condividi la tua immagine cliente

Offerte speciali e promozioni:

Quantità: 1

Aggiungi al carrello

oppure

Accedi per attivare gli ordini 1 Click

oppure

Aggiungi al carrello

2-3 giorni - **GRATIS**

È necessaria l'iscrizione alla prova gratuita di Amazon Prime. Iscriviti al momento del pagamento. [Ulteriori informazioni](#)

Aggiungi alla Lista Desideri

Altre opzioni di acquisto

YSell **Aggiungi al carrello**

EUR 51,49 Spedizione gratuita

[Dettagli](#)

Handel Marko s.r.l. **Aggiungi al carrello**

EUR 44,71 - EUR 0,99 spedizione

Imash **Aggiungi al carrello**

EUR 50,00 - EUR 14,00 spedizione

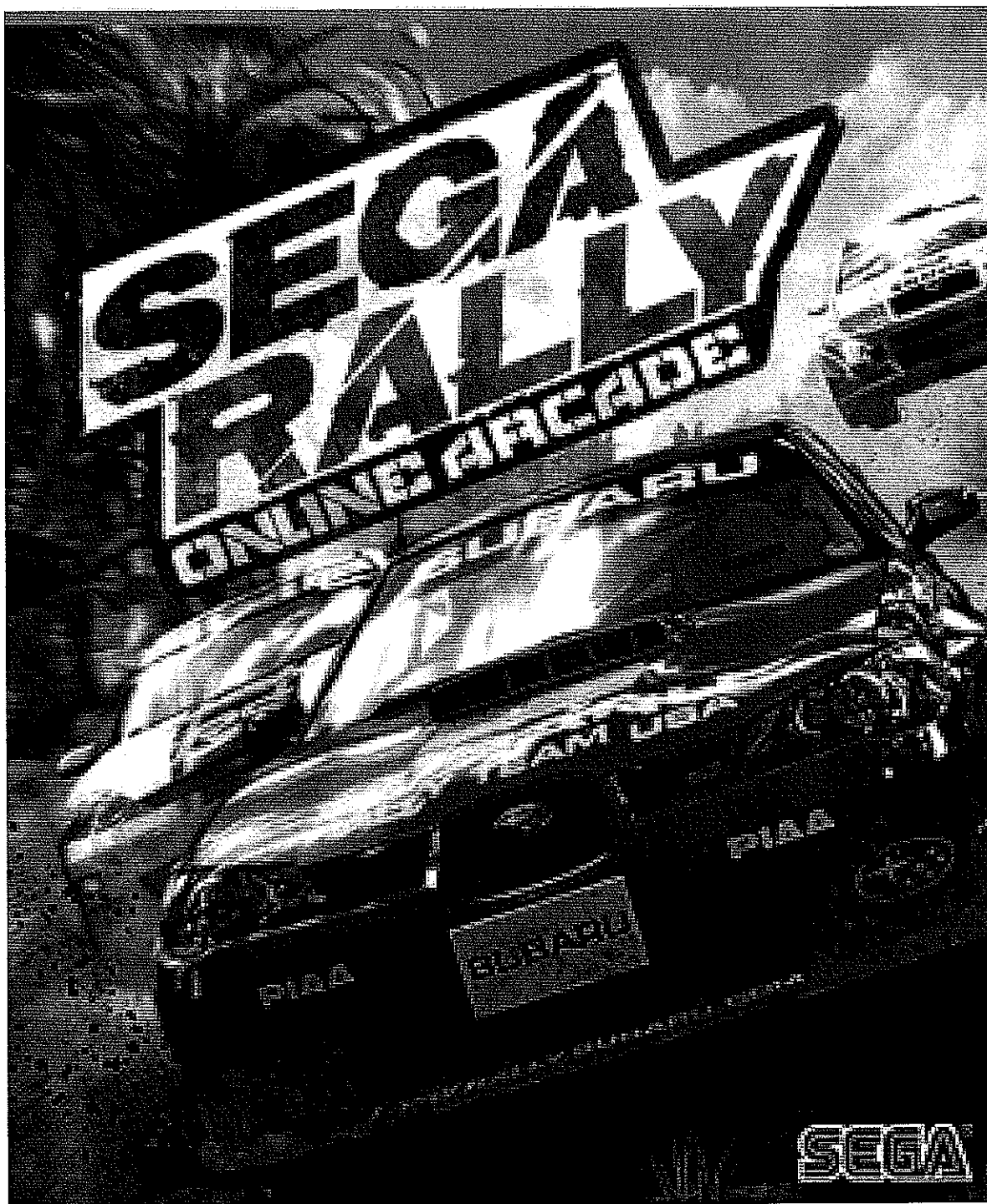
Nuovi 8 venditori da EUR 44,71

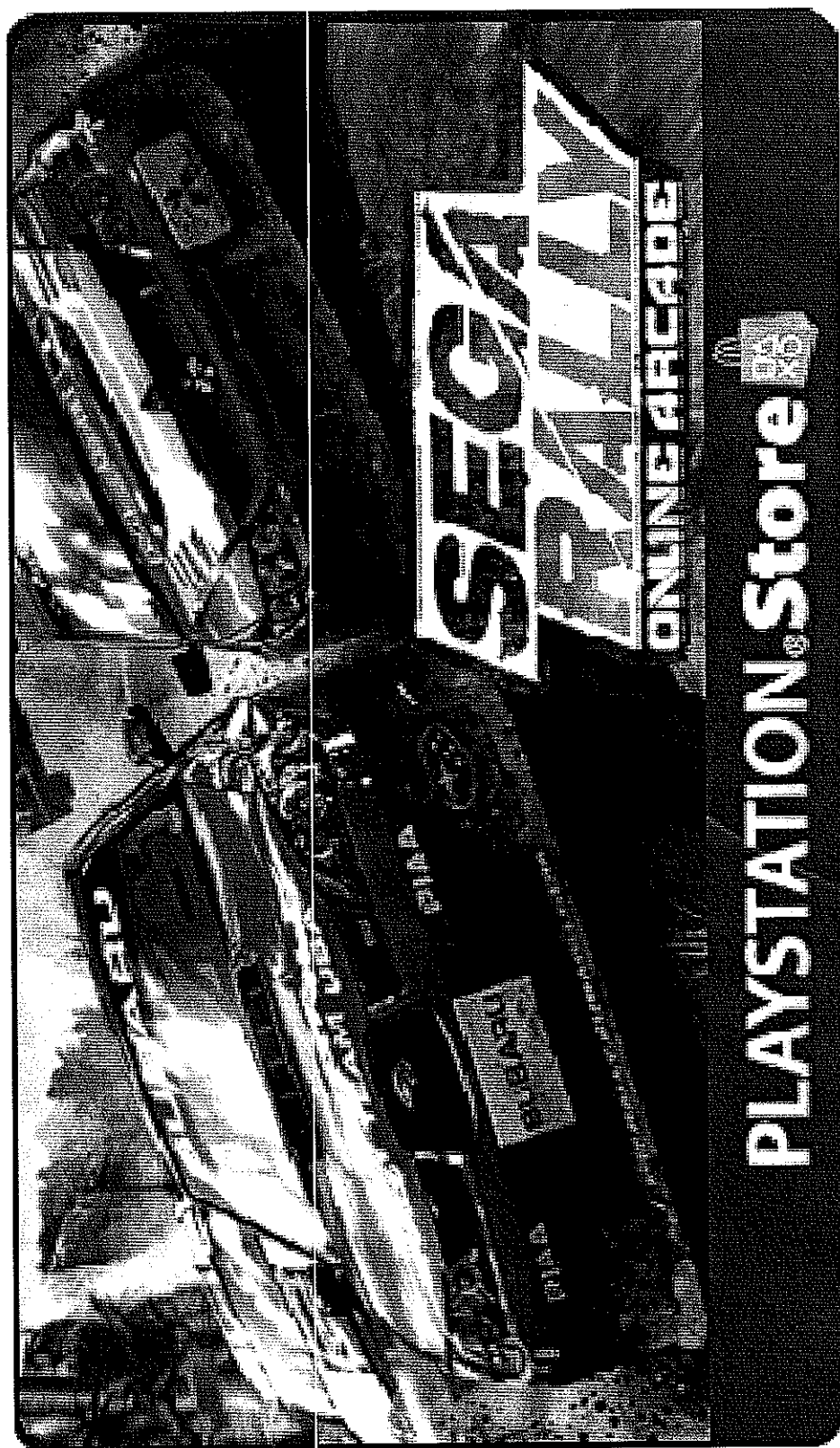
Ne hai uno da vendere?

Vendi qui i tuoi articoli

Condividi

ARCADE





Business Search - Business Entities - B... Corporate | Sega Rally Online Arcade Review - Ga... | Sega Rally Online Arcade + Wireless S... | Checkout Review order | Xbox 360 + Wireless Speed W...

Latest Headlines | Copyright | Copyright Search | USPTO | TSPR | EDNY PACER | NYS Comptroller | DE Corporation | Translate | UK USC | UK 31 CFR | NHS Office of Corporate... | Backmarks


Hi! Sign in or register | Daily Deals | SUMMER SHOP

My eBay | Sell | Community | Customer Support | **1** item

ebay Shop by category

All Categories | Search | Advanced

Back to search results | Listed in category: Video Games & Consoles > Accessories > Other Accessories



Click to view larger image

Sega Rally Online Arcade + Wireless Speed Wheel

Item condition: New

Price: £45.99

[Buy it now](#)

[Add to basket](#)

[Add to Watch list](#)

Collect 46 Nectar points | Conditions
Link your Nectar card or join Nectar


Postage: **Free Economy Delivery** | See details
Item location: **Manchester, Lancashire, United Kingdom**
Post to: **United Kingdom**

Delivery: **Estimated between Mon, 1 Jul. and Tue, 2 Jul.**

Payments: **PayPal** | See payment information

Returns: **14 days refund** | Read details

[Have one to sell? Sell it yourself](#)



You're in safe hands when you shop on eBay

eBay Buyer Protection
Find out more

Seller information
dmsgaming (0)


Save this seller

See other items

Visit Shop: [DnS Gaming](#)

Registered as a business seller

Great deals on big brands



Shop deals now

Worthplaying | PSN Review - Sega Rally Online Arcade - Mozilla Firefox

Because you said

VISA

THE 100% ELECTRIC 2013 Nissan LEAF \$199 PER MONTH LEASE*

SEGA RALLY ONLINE ARCADE

PSN Review - Sega Rally Online Arcade

Developed alongside Sega Rally Revo, Sega Rally 3 shared a lot with its console-based sibling. At its core, however, Sega Rally 3 was an arcade racer, designed to impress with fast physics and chunky quarters as quickly as possible, while Revo made a push toward realism. Now that the arcade machine is no longer brand new, Sega Rally 3 has made it home under a slightly modified name: *Sega Rally Online Arcade*.

The primary differences between *Sega Rally Online Arcade* and *Sega Rally 3* are frame rate (the arcade version ran at 60 fps while the PS3 version runs at 30 fps) and car selection (license restrictions for this one). Aside from those two biggies, everything else is relatively identical. Handling is intact, the arcade-styled AI is here in full force and the five tracks on offer are just like the arcade originals.

Jumping behind the wheel, you'll find yourself racing on Alpine, Canyon, Desert, Lakeside and Tropical. Alpine is a mountain run that offers up a mix of pavement and icy, snow-packed roads. Canyon takes you over the top of a dam before alternating between dirt roads and dry pavement. Desert is a turn-by-turn re-creation of the first track in the original *Sega Rally* game. It can only be played with the two cars from the original game, and prior to *Sega Rally Online Arcade*'s release, the Desert remake was an arcade exclusive. Lakeside is a bonus track that only appears if you finish the championship in first place. It is mostly loose dirt, with sharp turns and a little pavement. The final track, Tropical, is a sandy course, starting on a palm shaded beach and running through a muddy forest.

Players familiar with *Revo* might think the tracks in *Sega Rally Online Arcade* look a bit familiar at first, but that is only because the two games share some iconic locations, such as the run across the top of the dam. While small sections of track are shared, the actual courses used are quite different. Just because you mastered the dam run in *Revo* doesn't mean you know what to expect here.

Control is where *Sega Rally Online Arcade* excels. The arcade physics used in this game strike the perfect balance between speed and control, often making you feel like you're hanging on by a thread as you powerslide through a corner, praying that your wheels don't lose grip at the wrong moment. If you're playing with a wheel, it's just like being in arcade, minus the noise, smell and sticky controls.

Where the game stumbles is in how it handles the default AI behavior. Just like the Xbox 360 version of the game, the PS3 release is stupid easy on the default settings when using the standard analog controller. It's possible to simply mash on the accelerator and win the first three rounds of the championship without much difficulty. The AI ramps up its game in Lakeside, providing a real challenge for the first time. As a result, if you just hop in with the DualShock 3, you might be a bit underwhelmed at first. Thankfully, when it comes to control options, *Sega Rally Online Arcade* shines.

Archives by Day

Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Aug 2013	1	2	3	4	5	6	7
Aug 2013	8	9	10	11	12	13	14
Aug 2013	15	16	17	18	19	20	21
Aug 2013	22	23	24	25	26	27	28
Aug 2013	29	30	31				

SEGA Rally Online Arcade

Platform(s): PlayStation 3, Xbox 360

Genre: Racing

Publisher(s): SEGA

Developer(s): SEGA

Release Date: 2011

About Adam Prolecko

Advertising

WHETHER YOU'RE ON ASSIGNMENT OR

Sega Rally Online Arcade Review - Page 1 - Reviews - Xbox 360 - Eurogamer.net - Mozilla Firefox

Sega Rally Online Arcade Review - Page 1

Sega Rally Online Arcade Review

Sega Rally Online Arcade Review

Mud pressure.

Games featured in this article

SEGA Rally Online Arcade
PlayStation 3, Xbox 360
Follow: 10

Follow games you're interested in and receive emails or tweets the instant we publish new articles about them.

Find the perfect SEGA Rally Online Arcade wallpaper at Video-Games-Wallpapers.com

Why wait?
Get a game from the... and the power of an...
Dell
Hewlett-Packard
How to Expand

Microsoft kills game ownership and expects us to smile
Last time I saw a... a device that does...

By Mark Brown Published Thursday, 19 May 2011 Version tested: Xbox 360

No game has tested that nostalgia-shattering comedown as forcibly as the original Sega Rally.

My dad, brother and I absolutely adored the game. We loved it in the dingy arcades of Bournemouth's piers and we played it to death on the Sega Saturn. My brother dreamed of one day buying a Toyota Celica, just because it was the coolest car in the game.

We especially loved all the iconic voice-overs and catchphrases, like "Gems Over Yesesh" and "Long, easy fast" and "Gentlemen, start your engines". Actually, that last one might have blurred out from a nearby Daytona USA cabinet, come to think of it. Funny how nostalgia clouds your mind.

So when I was a little older and on a game-collecting kick, I bought a dusty Saturn from some car boot sale and picked up a tattered copy of Sega Rally from Gamestation. My dad and I slotted the disc in, figured out how to receive a SCART signal on an HDTV and grabbed the two pads for a race.

Imagine our slack-jawed dismay when the game turned out to be absolutely nothing like we remembered. We had misty, nostalgic visions of delicious tropical tracks and sexy cars churning up mud and tarmac. What we found was a blocky, pixelated blur of stretched textures and excessive pop-up; a game that sort of resembled a racer if you squinted, and made you throw up if you didn't.

Sega Rally Online Arcade, on the other hand, is exactly how we remembered it. The bonus classic mode, which pits a Toyota Celica against a Lancia Delta on the first game's dusty desert track, but with spiffy new graphics and modern handling, is like playing an artificial memory, synthetically wired to meet our impossible nostalgia.

The gorgeous, high-contrast visuals are ripped straight from the 2007 Sega Rally known as Sega Rally Revo in the US, a bolsterous and noisy mud-churning rally favourite. It paints the lush landscapes in a vibrant palette of primary Sega colours - skies splashed in Sonic blue, race car bodywork gleaming with OutRun red and an overbearing sun spraying out Crazy Taxi yellow.

Thief Official Site

PS4
XBOX ONE

Thief up close

Thief

BECOME THE MASTER THIEF

Thief

Review: Sega Rally Online Arcade (PSN) | PlayStation Nation - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Address Bar: www.playstation.org/2011/02/16/review-sega-rally-online-arcade-psn/

PS NATION PlayStation Home

All Things PlayStation and More

Enter Username

Stay Updated

PS NATION E3 2013 COVERAGE

Support PS Nation

PS NATION amazon STORE LINKS

Recent Podcasts

- Episode 325 - It's Working
- Episode 324 - Researcher Fun & Grrl
- Episode 323 - E3 2013

Review: Sega Rally Online Arcade (PSN)

By 16 Feb 2011

PS NATION PODCAST PLAYSTATION Network REVIEW BY JOSH

SEGA RALLY ONLINE ARCADE

Title: Sega Rally Online Arcade
Format: PlayStation Network Download
Release Date: May 16, 2011
Publisher: Sega
Developer: Sumo Digital
Price: \$9.99

Gameplay:
 As the name would suggest, Sega Rally Online Arcade has its roots in the arcade, dating back to Sega Rally Championship. For an arcade type racer though, there's some surprising depth here. Getting right into the controls, you can use the Dualshock in two different configurations, one of which allows you to steer using the Sixaxes. Move support is included in several configurations as well allowing you to use just the Move controller or the Move and Navigation or Dualshock as well. There's also the (undocumented) ability to use Logitech Racing wheels!

With all those options, how does it control? It's all a bit of a trade off. The Move controller feels the

SEGA Rally Online Arcade Achievements - Xbox360Achievements.org - Mozilla Firefox

File Edit View History Bookmarks Tools Help

www.xbox360achievements.org/game/sega-rally-online-arcade/achievements/

SEGA RALLY ONLINE ARCADE Achievements

There are 32 achievements with a total of 200 points.

Sort:

	Continued Reflex	10 G
	Win a Classic race five times	10 G
	Live! Live!	10 G
	Beat all five default ghost cars in Time Attack	10 G
	Beat 100% SEGA Rally!	10 G
	Win five Quick LIVE races	10 G
	Win 100% of all races	10 G
	Complete your first Quick Race	10 G
	Complete a race	10 G
	Complete Championship with Manual Transmission	10 G
	Long meditating for an analysis	10 G
	Play any games in any mode except head to head	10 G
	Backslide Memory	20 G
	Finish 1st on Lakeside in Championship	10 G
	Flawless	20 G
	Place 1st on all tracks in Quick Race on Arcade difficulty	10 G
	Gain 100% Yen!	50 G
	Unlock all cars and courses	10 G
	Supercar Challenge	10 G
	Unlock all courses	10 G
	Rackless Rumbling	20 G
	Touch all five AI cars before winning a Quick Race	10 G

Game Info:

Developer: SEGA America

Publisher: SEGA

Genre: Racing

Release: US: May 18, 2011

Collectible: 110

Winable: 10

Screenshots:

Videos:

No videos available

My SEGA Achievements:

You haven't lost to me, neither to me.

Microsoft

Upgrade to Windows 8 today
(It'll be like getting a whole new PC)

Shop now

www.microsoft.com/windows/8

Copyright © 2011 SEGA. All rights reserved.

SEGA Rally Online Arcade - Xbox 360 - GameSpy - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Mozilla Firefox - SEGA Rally Online Arcade - Xbox 360 - G... X

http://xbox360.gamespy.com/rally-sega-rally-online-arcade/

SEGA RALLY ONLINE ARCADE gamespy

Most Visited Getting Started Free Email Suggested Sites Web Site Gallery 113710

Firefox prevented this page from automatically redirecting to another page.

SEGA Rally Online Arcade (X360)

Developer: SEGA Racing Studio Publishers: SEGA Genre: Racing Release Dates: May 18, 2011 (US) E for Everyone No Descriptors

Game Overview | Review | Trailer | Screenshots | Videos | Cheats | Walkthrough

Overview

SEGA Rally Online Arcade

SEGA Rally Online Arcade brings back all the features players could want from the popular arcade and console racers, including Championship Battle mode and Time Attack, while adding an exciting online racing mode that lets players battle it out with up to five drivers around the world.


The game features a brand new achievement system, 13 rally cars to choose from and online leaderboards.


Latest Articles for SEGA Rally Online Arcade

Sega Announces Sega Rally Online Arcade
 Xbox News | Jan 22, 2011
 Popular quick-fix racer franchise Sega Rally is getting the digital treatment. Sega announced today that Sega Rally Online Arcade is headed to Xbox Live Arcade and PlayStation Network later this year. Read More »

More News, Previews, Features and Articles...

Editions

 **SEGA Rally Online Arcade (X360)**
 Release Region: United States
 Release Date: May 18, 2011
 Publisher: SEGA

 **E for Everyone No Descriptors**

SEGA Rally Online Arcade (X360)
 Release Region: United Kingdom
 Release Date: May 18, 2011
 Publisher: SEGA

SEGA Rally Online Arcade (X360)
 Release Region: Australia
 Release Date: December 21, 2011
 Publisher: SEGA

Also available on: PlayStation 3

Specifications

For more info on these technical requirements and features, please view GameSpy's Specs FAQ.

GREATNESS AWAITS
 EXPLORE THE VIDEO
 PlayStation

IGN FREE GAME OF THE MONTH
 PLANTS VS ZOMBIES HD

Get Xbox Live Code
 xboxlive.shopathome.com
 Save Before You Spend! Free Online Coupons, Offers Here.

WATCH DOGS
 PRE-ORDER NOW
 FOR EXCLUSIVE CONTENT

www.trueachievements.com

United States English

TrueAchievements

LOG IN • REGISTER FREE

NEWS • GAMES • COMMUNITY

The old school needs some new school thinking.

314 (220)

SEGA Rally Online Arcade

3.3 out of 5 from 515 votes

3,197 tracked gamers have this game. 973 have completed it (30.424) | 12 want to boost the e are a maximum of 2 SEGA Rally Online Arcade achievements worth \$14.00

SEGA Rally Online Arcade Achievements

3, 2, 1 Go!! 10 (10)

Complete your first Quick Race.

There is 1 guide | 1 available in the walkthrough

Unlocked by 1,346 tracked gamers (26% of 5,195 gamers) 100% 0.0

Game Gears 13 (10)

Complete Championship with Manual Transmission.

There is 1 guide | 1 available in the walkthrough

Unlocked by 1,346 tracked gamers (26% of 5,195 gamers) 100% 0.0

Long medium left ... maybe 16 (10)

Play fifty games in any mode except head to head.

There is 1 guide | 1 available in the walkthrough

Unlocked by 1,346 tracked gamers (26% of 5,195 gamers) 100% 0.0

Conditioned Reflex 14 (10)

Win a Classic race five times.

There is 1 guide | 1 available in the walkthrough

Unlocked by 1,346 tracked gamers (26% of 5,195 gamers) 100% 0.0

Over jump 16 (10)

Beat all five default ghost cars in Time Attack.

Unlocked by 1,346 tracked gamers (26% of 5,195 gamers) 100% 0.0

I Make \$486 Every Day

Work from Home & earn \$486 a Month

Published by SEGA on 19 May 2011

Developed by SEGA

Platform: Xbox 360

Genre: Racing, Arcade, Action

External links: Official Site

GameSifter - Sega Rally

Full review

Added by Bomb Jack on 12 Jan 2011

UMUC BUSINESS AND MANAGEMENT Programs

SEGA Rally Online Arcade Trophy Guide

Home Forums Trophies Leaderboards Trophy Cards Dashboard

MEMBERS: EARN A \$20 BONUS CARD

KICK-START SUMMER JUNE 23-30

WELCOME TO PS3TROPHIES.COM - Register now and get all these features!

Trophy Cards Leaderboards Leaps and Bounds Trophies Site Themes

WRITE A TROPHY GUIDE & BE ENTERED TO WIN ONE OUT OF FOUR PS3 RALLY CARDS!
 If you're a member of the site, you can win a PS3 Rally Card by writing a trophy guide for the SEGA Rally Online Arcade. The lucky winners for writing a trophy guide will be announced on the SEGA Rally Online Arcade forum.

SEGA Rally Online Arcade Trophy Guide

article discussion ratings history

[www.segafall.com](#)
[www.thesixthaxis.com](#)
[www.segafall.com](#)
[www.thesixthaxis.com](#)
[www.segafall.com](#)
[www.thesixthaxis.com](#)

[YOU ARE NOT LOGGED IN](#)
[LOG IN](#)
[REGISTER](#)

[SEARCH THE SITE](#)
[MOBILE](#)
[CATCH UP](#)
[FORUM](#)
[MEETS](#)
[TROPHIES](#)

[HOME](#)
[NEWS](#)
[FEATURES](#)
[BOSS](#)
[REVIEWS](#)
[PREVIOUS](#)
[COMMUNITY](#)
[COMPETITIONS](#)
[PODCASTS](#)

[PRE-ORDER NOW AND RESERVE YOUR INFERNAL HELM](#)

Review: Sega Rally Online Arcade

6 Nov 2011

Article written by Alex C.
Published on 20/05/2011 at 10:30 AM

When you've got such a fondly remembered classic in your latest game's title, chances are you're pitching the title at a very specific crowd. Sega Rally fans are die-hard hardcore – I should know – the original coin-ops and only a personal favourite but for many a treasured collection of memories wrapped up in silicon. 2007's Sega Rally was an attempt to re-ignite devoted fans but the handling was off and the frame rate lacked at thirty frames per second, certainly didn't feel like the arcade game we all loved so much.

It's surprising, then, to learn that Sega Rally Online Arcade was to be little more than a cut-down version of the arcade game, with a tweaked handling model and a relatively minor chunk of fan service thrown in in the shape of a one-on-one with two cars. If you do well enough in the so-called Championship mode, which, so be it, is the game's arcade mode, is at least on the same set of levels as the arcade game, you'll get through the last four main tracks in about ten minutes, and if you and us coming first you'll get

PRE-ORDER NOW AND RESERVE YOUR INFERNAL HELM

RECORDS NOW

CURRENTLY POPULAR

